AR Division Strategic Plan 2011-2015

Update
19 February 2013

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Accomplishments to Date

Strategic Goal 2: Develop a comprehensive culture of communication and division interaction in order to provide superior customer satisfaction.

- Executed Implementation Plan, established Strategic Review Board
- AR Director and Strategic Review Board provided guidance to the Objective Leads and Teams for Goal 2, during October 2012 and January 2013 meetings
- Strategic Review Board and the Director approved Objective Leads Plan of Actions and Milestone (POA&M's) January 2013
- Final Plan of Action and Milestones (POA&M) due date 1 March 2013

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A Way Ahead

- **Objective 2.1 Establish a standardized customer service support process, which includes communicating current and future capabilities, processing customer requests, managing customer expectations, and establishing priorities.**
  - **Objective Lead – Lester Harris, Team Members – Robert Bisel, Virginia Bustillo**
  - Web Site – standardize format
  - Establish the requirement for each Branch & AR Front Office to have a trained web master
  - Establish Frequently Asked Question (FAQ) Section on AR Division Web Site

A Way Ahead

- **Objective 2.2 Considering the effectiveness of current division-wide communication efforts, developing a system that enables continual information sharing among branches regarding all AR functions, activities, and services.**
  - **Objective Lead – Brett Levanto, Team Members – Les Brown, Andrew Lott**
  - Review current division-wide communication operations
  - Identify efficient distribution methods AR Division Newsletter
  - Identify newsletter topics and contributions for articles
  - Identify a method for communicating information in AR Division (Implemented Communication Plan)

A Way Ahead

- **Objective 2.3 Develop a standardized method of collecting and analyzing customer feedback:**
  - **Objective Lead – Major Atwood, Team Members – Isaac Encarnacion, Penny Thomison**
  - Developed a draft Customer Service Survey
  - Establish Customer Service Survey that is automatically sent to the HQMC customer
  - Identify mechanisms in order to review and track trends
  - Establish a work request trigger for all Branches
  - Identification of dashboard color coded:

    Green = good, Red = bad, Yellow = neutral

Accomplishments to Date

- **Objective 2.4 Establish an AR Division customer advocacy board.**
  - **Objective Lead – Danny Gray, Team Members – Gonzalo Huezo, Nancy Serchuk**
  - Identified internal and external stakeholders and customers
  - Developed a draft AR Division Customer Advocacy Board Organizational Chart
  - Establish a Charter, identify roles and responsibilities, Quarterly meeting schedule to be approved by Advocacy Board Chair (AR Division Deputy Director)
  - Branches and the AR Front Office identify primary and alternate members to participate as a members of the customer advocacy board